Transnational training outline

1- Introduction to the Transnational Training Workshop

In today´s fast-changing and competitive environment, businesses and organizations and they must respond to this request by adding value to their goods and services. Furthermore, it is important to be aware that digital technologies have introduced major changes to individuals and businesses behaviour, tastes and their models of consumption. Consequently, traditional, one-way communication activities are rapidly losing their effectiveness, threatened by changes brought by experienced and digitally sophisticated players.

Technology has emerged as the pervasive and robust platform for cultural and creative organizations. The Web 3.0 and consumer generated content based social media engagement are revolutionising audiences' globally. Only organizations that can take full advantage of the opportunities will be able to capitalize on the benefits in the future and enhance their own and their members' competitiveness.

This Workshop will challenge participants to think of their use of technology and their digital footprint to maximize their visibility, engagement, conversion and loyalty.

2- Target audience

This Workshop is addressed to cluster managers/enablers, who are responsible for coordinating services inside cluster's network and strengthening international network in the creative and cultural sector.

3- Methodology and structure

This Workshop adopts a fact-driven approach, by presenting state-of-the-art theory through the analysis of real-life case examples and in-class activities, tailored to participants' knowledge and objectives. The structure adopted is conducive to a highly interactive learning experience that blends presentations, case studies, discussions, debates and practical activities. Each of the modules adopts a similar structure, to facilitate learning. Each module starts with a calibrated mix of theory and practical examples to introduce the main topic, followed by the presentation of real-life case examples which illustrate the details of an empirical use of the theoretical framework, and by a practical activity where participants can put the theoretical framework in to practice, tailoring this approach to their existing remits and responsibilities. Presentations will be brief, conceptual, tool-sharing and highly interactive, combined with discussions and debates.

4- Objective and learning outcomes

The ultimate objective of this Workshop is to contribute to the competitiveness of creative and cultural sector clusters/enablers by sharing knowledge, instruments, skills and experience with participants related to digital marketing, networking and international promotion the creative and cultural sector.

By the end of this Workshop, participants will be able to:

- Create their cluster business plan.
- Understand the current state of play of the creative and cultural sector, and future perspectives
- Appreciate international best practices in digital cultural and creative marketing and applying cutting edge approaches and methodologies
- Evaluate and optimise an existing digital promotion strategy, plan and apply important digital Marketing tools and tactics
- Gain insight in how to evaluate and measure digital promotion success

5- Content

Based on the above-mentioned objectives and the target audience, the Workshop will share the following content, in an interactive and practical manner:

Tuesday 21 March

9.00-10.30   **Opening**
- Welcome
- **Introduction: Clusters concept, Internationalization, EU Clusters policy and European Clusters cooperation.**

10.30-10.45   *Coffee break*

10.45 - 13.00   **Module 1: Creating a Situation Analysis**
- Introduction to the SOSTAC framework
- Competitive analysis of a cluster and benchmarking.
- Goal fixation
- Exercise: participants will be asked to create their situation analysis and to fix their goals.

13.00 - 14.00   *Lunch*

        14.00   *Group official photo*

14.00- 14.30   **2 Clusters examples presentation**

14.30 - 16.30   **Module 2: Defining the strategy**
- Target group/customer orientation - From the 4p to the 4 c.
- Defining the target group/customer strategy – different types of strategies.
- Defining the price/cost strategy.

- Exercise: participants will be asked to define their online target group/customer strategy.

16.30 - 16.45   *Coffe break*

16.45 - 18.00   **Module 2 cont.**

- Defining the commercialization strategy.
- Defining the communication strategy.
- Defining the brand strategy.
- Group exercise: in groups of 5, participants will be asked to debate with is the best online commercialization and communication strategy for their cluster, and then they will define their own.

20.30   **Networking dinner.**

Wednesday 22 March

9.00 - 11.00   **Module 3. Online Tactics on 2017 and future trends**

- Multichannel tactics (websites and apps)
- Content marketing – Content creation
- Group exercise: in groups of 5, participants will be asked to create content for the 5 steps of their customer journey. And they will be asked too, to create a short story about a cultural/creative industry organization.

11.00 - 11.30   *Coffee break*

11.30 - 13.00   **Module 4. Creating an online action plan**

- Driving traffic to a website.
- Converting visits into customers.
- Exercise: participants will create their own online action plan.

13.00 - 14.30   *Lunch*

14.30 - 16.30   **Module 5. Control of the results**

- Managing your reputation
- Analytics and KPI
- Group exercise: participants will be asked to create a protocol for solving incidences. And will be ask to define the KPI to control of the goals achievements.

16.30 - 16.45   *Coffe break*

16.45 – 17.30   ***Final exercise***

- Individually, participants will finish their marketing plan from the parts of the different exercises done during the executive training.

17.30 – 18.00   Closing

You will find more information:

Miles, Sam. "Do We Have LIFT-Off?" Social Media Marketing and Digital Performance at a British Arts Festival. The Journal of Arts Management, Law, and Society Vol. 0 , Iss. 0,0 https://doi.org/10.1080/10632921.2017.1366379

"Leveraging affect: Mobilizing enthusiasm and the co-production of the musical Economy"
Andrew Leyshon, Nigel Thrift, Louise Crewe, Shaun French and Pete Webb
In B. J. Hracs, M. Seman and T. Virani (eds) The Production and Consumption of Music in the Digital Age (Routledge, London), 2016, pp 248-62.

Zhang, H., Gordon, S., Buhalis, D., Ding, X., 2018, Experience Value Cocreation on Destination Online Platforms, Journal of Travel Research, In print https://doi.org/10.1177/0047287517733557 ABS 4*

Molinillo, F., Liébana-Cabanillas, F., Anaya-Sánchez, R., Buhalis, D., 2018, DMO online platforms: image and intention to visit, Tourism Management, Vol.65, pp.116–130 http://www.sciencedirect.com/science/article/pii/S026151771730211X ABS 4*